

**MARINE  
RECREATIONAL INFORMATION  
PROGRAM**

**FY 2015 Project Plan**

**IMPROVING LOUISIANA'S ANGLER CONTACT INFORMATION GOING INTO THE  
NATIONAL SALTWATER ANGLER REGISTRY**

**Created on 10/15/2014**

**Gregg S. Bray, Gulf States Marine Fisheries Commission**

**Operations Team**

# **1. Overview**

## **1.1. Background**

In this day and age of lifetime licenses and point of sale license purchases, Louisiana licensed anglers often times neglect making needed corrections to their contact information when their information changes or when purchasing a new license. The result is incorrect angler information in Louisiana license files and therefore information going to the National Angler Registry. Correcting Louisiana's saltwater license files will directly improve an angler's contact information in the National Saltwater Angler Registry.

## **1.2. Project Description**

Accurate angler contact information would make the National Saltwater Angler Registry a valuable sampling frame for various types of surveys. In particular, the frame could be a more efficient and therefore more economic effort survey method to replace MRIP's existing random digit dialing approach. Fits MRIP priority 2.

## **1.3. Objectives**

To improve Louisiana's saltwater angler contact information and by doing so improve the National Saltwater Angler Registry

## **1.4. References**

## **2. Methodology**

### **2.1. Methodology**

Pamphlets and other outreach media will be developed and used at fishing related events attended by LDWF Extension Section personnel. Extension Section personnel attended over 130 events in Louisiana last year from boat shows and fishing tournaments to large events such as the Coastal Conservation Association Convention. Employees through direct contact with anglers (over 100,000 last year), will explain the need to update license information and provide anglers with easy to follow instructions for online validation of contact information to a form used on the spot to complete their contact information.

LDWF biologists conducting access point landings surveys will distribute pamphlets and explain to anglers the need to validate their contact information.

Anglers actually participating in our attempt to improve contact information by completing a validation form or going online and making corrections to their information will be eligible for a prize selected through a random drawing quarterly.

LDWF will compile the written contact validation forms and ensure corrections are made to the licensing database.

### **2.2. Regions**

Gulf of Mexico

### **2.3. Geographic Coverage**

Coastal Louisiana

### **2.4. Temporal Coverage**

Plans are to begin the project when funds become available and run for 1 full year

### **2.5. Frequency**

Angler contact validation forms will be distributed at fishing events, onsite or by mail

### **2.6. Unit of Analysis**

Individual angler

### **2.7. Collection Mode**

In person distribution of contact validation form, online ability to correct contact information

### **3. Communications Plan**

#### **3.1. Internal**

LDWF staff will have monthly meetings to evaluate project status. Will meet with LDWF Outreach section on any issues and coordinate as needed.

#### **3.2. External**

LDWF project manager will communicate with the Gulf States Marine Fisheries Commission as needed. LDWF Outreach will assist in gathering updated license information from recreational anglers. LDWF student workers will contact recreational anglers to update and verify contact information. A monthly progress report will be provided to the MRIP Data Management System as well as a final report upon project completion.

## **4. Assumptions and Constraints**

### **4.1. New Data**

Yes

### **4.2. Track Costs**

Yes

### **4.3. Funding Vehicle**

Cooperative Agreement with Gulf States Marine Fisheries Commission

### **4.4. Data Resources**

### **4.5. Other Resources**

### **4.6. Regulations**

### **4.7. Other**

LDWF understands that there may be some constraints with getting the recreational angler to update license information.

## 5. Risk

### 5.1. Project Risk

Table 1: Project Risk

Risk Description	Risk Impact	Risk Probability	Risk Mitigation Approach
Not being able obtain a completed contact with every license holder	Loss of current contact information	Medium	An attempt to contact will last up to 4 weeks
Disconnected phone numbers	Loss of current contact information	Medium	none
Failure for anglers to update contact information	Loss of current contact information	Low	Student workers will contact anglers to obtain correct updated contact information

## **6. Final Deliverables**

### **6.1. Additional Reports**

final evaluation report

### **6.2. New Data Sets**

Updated saltwater license registry

### **6.3. New Systems**



## 7. Project Leadership

### 7.1. Project Leader and Members

Table 2: Project Members

Project Role	Name	Organization	Title
Team Leader	Nicole Smith	Louisiana Dept of Wildlife and Fisheries	Biologist Program Manager
Team Member	Felixcia Blanchard	Louisiana Dept of Wildlife and Fisheries	Biologist DCL-A
Team Member	Ty Lindsey	Louisiana Dept of Wildlife and Fisheries	Biologist III

## 8. Project Estimates

### 8.1. Project Schedule

Table 3: Project Schedule - Major Tasks and Milestones

#	Schedule Description	Planned Start	Planned Finish	Prerequisites	Milestones
1	Project Planning	02/02/2015	03/31/2015		
2	Training of Personnel	04/01/2015	06/30/2015		
3	Development of Database to update license information	02/02/2015	04/30/2015		
4	Pamphlet and Outreach Media distribution	06/01/2015	05/31/2016		
5	Data Entry/Editing QA/QC	07/01/2015	07/31/2016	3,4	
6	Final Report	07/01/2016	08/31/2016	5	

### 8.2. Cost Estimates

Table 4: Cost Estimates

Project Need	Cost Description	Date Needed	Estimated Cost
Project Data Management	LDWF Staff time	04/01/2015	\$7467.25
Field Supplies	printed material, pamphlets, post cards	04/01/2015	\$8000.00
Project Supervisor	LDWF staff time	12/01/2014	\$7048.40
Student Workers	4 student workers to collect data of updated license information via phone calls/emails	06/01/2015	\$32000.00
Cooperative Agreement Oversight	GSMFC Cooperative Agreement Mgmt/Oversight	12/01/2014	\$2500.00
Eringe Benefits	Eringe Benefits @40%	06/01/2015	\$5806.26

TOTAL			\$62821.91
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